



TEXAS DEPARTMENT OF HEALTH
AUSTIN TEXAS
INTER-OFFICE

#01-060

TO: Regional Directors
Directors, Local Health Departments
Directors, Independent WIC Local Agencies
Herman Horn, Acting Chief, Bureau of Regional/Local Health Operations

FROM: Barbara Keir, Director {Original Signed}
Division of Public Health Nutrition and Education
Bureau of Nutrition Services

DATE: June 8, 2001

SUBJECT: Breastfeeding Bookmarks, Videos and Childcare Packets Available

There is currently a surplus of two breastfeeding promotion items described below.

- The Texas Breastfeeding Initiative bookmarks, *Another Satisfied Customer*, stock #13-1 are available for ordering from the TDH warehouse, using an AG-30 order form. The bookmark may be used as:
 - prize for winning or playing *Breastfeeding Bingo* (Lesson BF-000-08)
 - prize for winning or playing *Breastfeeding Bingo for the Childcare Center* (*How to Support a Breastfeeding Mother in the Childcare Center* training session)
 - promotional handout for World Breastfeeding Month activities
 - classroom or waiting room handouts
 - other breastfeeding promotion events, such as health fairs, library displays, Texas Ten-Step Hospitals, and Mother-Friendly businesses
- TDH bilingual video, *The Best Thing/Es Lo Mejor*, may be ordered on the Texas WIC Materials order form. This video may be used to:
 - help teach Lesson BF-000-18
 - train childcare workers with the 1 ½ hour *How to Support a Breastfeeding Mother in the Childcare Center* session
 - show in WIC waiting rooms
 - add to your lending library collection
- In addition, a limited number of *Breastfed Babies Welcome Here* packets, produced by USDA to promote breastfeeding support in the childcare center, are available. To order this packet, please use the Texas WIC Material Order form and fax to Forms Coordinator at (512) 458-7446. If you have any questions about the materials, contact Laurie Coker, Breastfeeding Specialist, at (512) 458-7111, extension 3573 or laurie.coker@tdh.state.tx.us or Mary Van Eck, Nutrition Education Coordinator at (512) 458-7111, extension 3484 or mary.vaneck@tdh.state.tx.us.